Futures Triangle
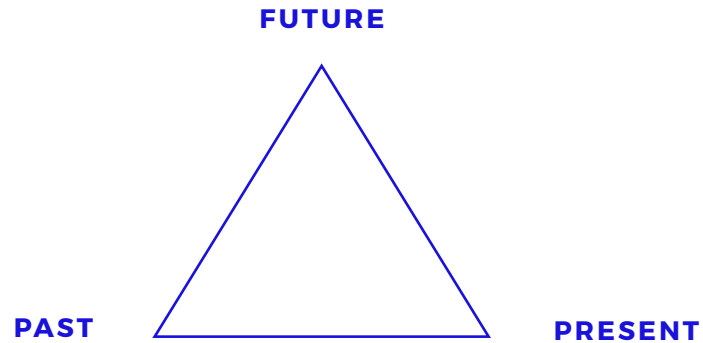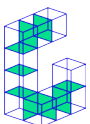
A methodology by Sohail Inayatullah to help imagine ideal futures!
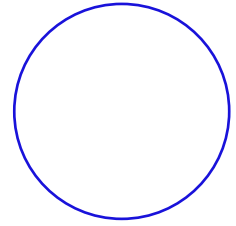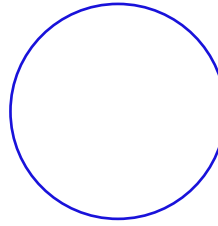
FUTURE

PAST

PRESENT

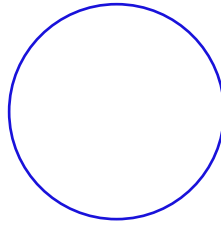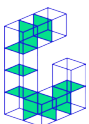| PAST	PRESENT	FUTURE
Prompt 01: What is the legacy of the past you are building upon?	Prompt 02: What current trends or shifts in the market are impacting you in the present?	Prompt 02: What vision(s) of the future does your organization portray?

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User Profiles

→ Draw a picture of them!

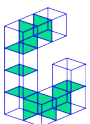| NAME			
BIO Age? Location? Occupation?			
VALUE Do they create IMPACT, REVENUE or BOTH for you?			
PURPOSE Why are they interacting with your brand? What pain points is your brand helping this user address?			

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Industry Rings

6
5
4
3
2
1

YOU!

**The farther you get
from the center,
the more broad you
describe your industry!**
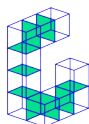
KEY PLAYERS

List the top competitors in each ring.

RING 01				
RING 02				
RING 03				
RING 04				
RING 05				
RING 06				

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Key Terms Abacus

Put one word in each box, and plot where you
stand between those two things as a brand!

STEADFAST ● **EXPERIMENTAL**

Brand Touchpoints

TOUCH POINT: 01

OPPORTUNITIES	RISKS	WAYS TO TEST

TOUCH POINT: 02

OPPORTUNITIES	RISKS	WAYS TO TEST

TOUCH POINT: 03

OPPORTUNITIES	RISKS	WAYS TO TEST

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